

THE MEDIUM

VOLUME 24 ISSUE 17

THE VOICE OF THE UNIVERSITY OF TORONTO AT MISSISSAUGA

JANUARY 19, 1998

Residence a cash cow

Hundreds of thousands in profit warrants reassessment of residence fees

NEWS ANALYSIS

BY ROBERT PRICE

With a the approaching completion of residence mortgages, a financial windfall is approaching. Interest in ensuring affordable residence rates for future students, as well as responsible use of the residence surplus has been voiced by residence administrators, as will as students on the residence finance committee, a users

group that oversees residence financing.

Development of the surplus

UTM residence has acquired a level of financial stability unsurpassed by the college's other divisions. Since the operation started in 1972, UTM resi-

dences have added new houses that were slowly paid for through long-term mortgages. Responsible residents, and yearly maintenance, have kept the aging townhouses in excellent condition, even after over twenty years. As a result of successful financial planning, residence is scheduled for a windfall when the mortgages for the Colman lounge, and phases three through five are completed.

According to The Residence and Conference Centre Budget and Long Range Plan for 1998-9 to 2002-3, the residence is expected to "generate a surplus of \$333,898 in 1998-99, before contributing \$154,000 to the operating budget from the conference business." The residence operation will run a deficit (after reserving over

"I think maintaining low residence rates shows a commitment that they want to do something right with this money."

—Lindsay Telfer, residence don, finance committee member.

\$100,000 annually for capital renewal) as Phase six is erected, but "starting in the year 2007-8, the operation will begin generating an annual surplus in excess of \$140,000 as various mortgages are paid off."

In regard to the surplus, Lindsay Telfer, a residence don who recently joined the residence finance commit-

Residence surplus cont'd on page 3

STS petitioned Registrar urges students to take action against shoddy service

BY ROBERT PRICE

Residence, ECSU, and SAC have taken the lead from UTM's Registrar to voice their concern over the Student Telephone Service's (STS) poor service.

Cati Carnovale, a residence don, has written a petition that the dons are circulating among residence students. The petition is designed with the hope of winning financial compensation for students because of the system's service has been unsatisfactory. "As a student, I must pay a \$10 fee for use of the STS. Due to continuous system failures, I feel that it is only fair for my STS fee to be reimbursed," read the petition.

See Letter to the Editor, page 4

Carnovale said that Mark Overton, UTM's Registrar, brought up the subject of STS's failures in a discussion at January's Quality Service for Students (Q.S.S.) meeting. Overton urged students to complain about the poor service they had been receiving from the university.

ECSU and SAC are also lodging complaints with the university. Paresh Trivedi, SAC Erindale



Cati Carnovale, a residence don who has written a petition to Simcoe Hall complaining about STS' poor service.

photo by Vicki Schelstraete

chair, said that SAC has the resolution of the STS fiasco on its agenda and plans to take action. "The administration promotes the STS, but if they do that and don't provide the service when it is most needed, they are only providing a serious disservice to students. I think a \$10 fee for a service that doesn't work is basically robbing the students," said Trivedi.

Carnovale agreed with Trivedi, commenting that "students are putting their academic careers into a phone service that keeps failing; we could lose out on courses that are needed for a programme. You don't know what is going to happen," said Carnovale.

Principal McNutt filed a complaint with the Provost concerning the matter.

During fall registration, the STS was plagued with software problems; during January registration, not enough phone lines were provided to connect students to the STS.

98/99 start date disputed

Students' request for longer orientation causes difficulties

BY CHRISTOPHER ALLSOP

Student leaders and administrators are currently negotiating the start date for the 1998-99 classes. The talks came about when the Student Administrative Council (SAC), in conjunction with members of University College (UC) and the Arts and Science Student Union (ASSU), decided that the orientation dates for the current year were too short to accommodate frosh orientation. SAC, UC, and ASSU lobbied President Prichard to push back the start date of the 1998/1999 winter session from September 9 to September 14.

The main problem associated with a change in the start date of classes is that the schedule for the rest of the year will be bumped back a week. In a letter circulated in November by

Donald N. Dewecs, it is said that the exam period in December will have to be moved a week closer to the winter holidays, meaning that exams will finish on December 22 at 10 p.m. Ted Salgado, president of SAC, said that the winter holiday will be two weeks long, and the start date for classes will be pushed further into January.

UTM Registraral Services are having problems as they wait for confirmation of the date. Until then, next year's course calendar cannot be published, making it difficult for students planning for next year, as well for high schools students applying to the university.

Other scheduling difficulties will also arise when next year's class schedule is worked around religious holidays.

Each term needs 13 weeks of instructional time followed by exams. Also, there is a problem with schedul-

starting the year later will mean a longer time spent in residence when orientation is not running. As well, by ending the school year later, students may experience difficulty getting summer jobs. Students who work during the Christmas holidays may not get enough work time before the holiday rush if exams continue until December 22.

Salgado said that SAC looked at the start date's impact on the lives of all students, but decided that it was important for first year students to experience as much orientation as possible.

...the exam period in December will have to be moved a week closer to the winter holidays, meaning that exams will finish on December 22 at 10 p.m.

ing faculty who are under contract to work a specific set of days. They will have to be informed of the university's proposal so that the appropriate changes can be made.

Some students are worried that

Blood donors

Blood donors lined up last Wednesday and Thursday and let nurses poke their arms for a good cause.



Students that donated blood were eligible to enter a draw for great prizes.

Art of persuasion

Feature
Page 8

Rockless musical
Arts and Entertainment
Page 10

To cart or not to cart?

Sports
Page 15

Quote of the Week: "Unless you like lots of misogyny, drugs, guns, pimping, and heaping helping of Quentin Tarantino's favourite 'N-Word', the Master P album will only seem downright horrible."—Scott Arnold

Thefts, thefts and more thefts

BY ROBERT PRICE

Campus Police Reports

Walksafer's new hours

Walksafer will operate Monday to Wednesday from 7 p.m. to 12 a.m.; Thursday 7 p.m. to 2:30 a.m.; Friday and Sunday 7 p.m. to 11 p.m. There will not be any service on Saturdays.

Walksafer now has intercoms located at the main entrances of the North and South buildings that connect users directly to the Walksafer office without having to dial out.

For more information, or possible volunteer opportunities call S.Raman at 607-9088 or S.Brazier at 569-4605.

To use Walksafer's service, call 607-SAFE (7233).

December 8, 7:05 a.m.: Medical emergency: A female resident of phase one was taken to hospital after suffering an asthma attack in her bedroom.

December 12 11:59 p.m.: Fail to remain: A male student attended the office to report that someone had struck his vehicle in parking lot #8 and had left the scene. There was minor to moderate damage to the vehicle.

December 14, 5:40 p.m.: Medical emergency: A female attended the office because she was experiencing an allergic reaction to something. An ambulance was called and

the female was taken to hospital.

December 17, 3:15 p.m.: Mental health act: Officers attended a house in residence to check on the living conditions and well being of the occupants.

December 23, 11:50 p.m.: Medical emergency: Officers and ambulance attendants attended a fifth phase residence for a sick baby having seizures. The baby was examined and no hospital transportation was required.

January 3, 12:30 p.m.: Theft under \$5000: A female resident of phase two reported the theft of a television and VCR from her unit. Total value of items lost is approximately \$550.

January 5, 9:00 a.m.: Motor vehicle accident: A single vehicle accident occurred in parking lot #4 when a vehicle lost control and struck a light post.

January 6, 11:30 p.m.: Motor vehicle accident: A minor motor vehicle accident occurred in parking lot #5. There was minor damage to both vehicles.

January 7, 12:15 p.m.: Medical emergency: Two female students

were taken to Health Services after a pot light explosion showered the two females with glass. Neither female was injured.

January 7, 2:35 p.m.: Obscene telephone call: A female staff member attended the office to report having received an obscene telephone call.

January 7, 4:30 p.m.: Theft under \$5000: Three males from a phase one residence reported the theft of various items from their house.

January 8, 7:30 p.m.: Public mischief: A male student was questioned after lying to an officer regarding the ownership of a reserved parking pass.

January 9, 2:00 a.m.: Assault: Two males reported to an officer that they had been assaulted by two other males at the pub. Neither males suffered any injuries.

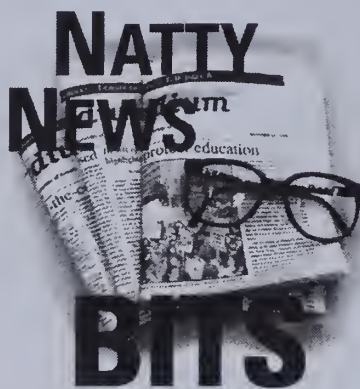
January 9, 4:15 p.m.: Theft under \$5000: A male resident of phase 2 reported the theft of two video games from his house.

January 11, 1:30 a.m.: Harassing telephone call: A female received a harassing telephone call at her off-campus residence. A male resident of phase one was cautioned regarding the call, which was made from his telephone.

January 11, 7:00 p.m.: Harassing telephone call: A female in residence called to report having received numerous harassing telephone calls from an ex-schoolmate. Peel Police were notified.

January 11, 11:20 p.m.: Trespassing: The Principal called to report two people looking in the windows of his house. Officers attended and the area was searched. No one was found.

Got news for the Natty News Bits? Fax it to *The Medium* @ 828-5402



Toronto and Regional



Crime Stoppers and Police need your assistance in solving multiple thefts from one house in Phase one and two houses in Phase two. Phase one and two are residential areas, located at the University of Toronto at Mississauga. The thefts occurred during the holiday season, which began in mid December, 1997, and ended in early January, 1998.

During this period, occupants of the three houses were not at home. There were no signs of forced entry to any of the affected houses.

Particulars of the stolen items

Phase one house:

- 1) Golf clubs and accessories/ Dynacast, Calloway and Ping brands (valued at \$1075)
- 2) Golf clubs and accessories/ Titlist brand (valued at \$995)
- 3) Mountain bike/Norco brand /Maroon in colour/Model Sasquatch/18" frame/Marzzochi shocks/Shimano components (valued at \$700)

Phase two house:

- 1) Colour television/Samsung brand/Model CT-5071XVC/Serial Number 3CBF700349 (valued at \$350.00)
- 2) V.C.R./Optimus brand/Model 805/Serial Number A7SK50050 (valued at \$249.00)

Phase two house:

- 1) Two Nintendo and one CD-ROM computer games (valued at \$250)
- 2) Windows 95 software (valued at \$130)

If you know who is responsible for these thefts, call Crime Stoppers. You could qualify for a cash reward of up to \$1000.00 if the police make an arrest because of your tip. With Crime Stoppers, you don't give your name, you don't have to testify in court, and there's no call display on the phones. Crime Stoppers can be reached in any one of 140 languages, 24 hours a day, seven days a week, toll free at 1-800-222-8477, or locally at 416-222-TIPS.

ERINDALE COLLEGE ♦ CAREER CENTRE

Resume Critique Drop-In: Jan. 19, 10-4pm

Come and have your resumé & covering letter critiqued. Students will be served on a first come, first serve basis!

EXTERNS

Looking for a "Real Work" experience? Curious about a Career? Then EXTERN is for you! Visit the Career Centre and sign up for one of the following orientation sessions:

Thursday, February 5th 11am
Tuesday, February 10th 12pm

JANUARY WORKSHOPS:

How To Identify Work Opportunities:

Jan. 20, 10-12 • Jan. 26 11-1

Finding your place in today's workplace requires knowledge and effort. This workshop helps you develop effective methods for locating work opportunities in organizations which do not always advertise their openings.

Interview Skills: Jan. 28, 12-2pm

Find out what to expect in an interview, and learn how to prepare for one.

For a complete list of workshops, come to our office!

Contact the Career Centre at (905) 828-5451 or drop by Room 3094.



GOVERNING COUNCIL ELECTION 1998

Governing Council is composed of 50 members including the President, the Chancellor, 16 government appointees, 12 teaching staff, 8 alumni, 8 students, 2 administrative staff and 2 presidential appointees. Council and its Boards are responsible for approval of such items as:

- academic and incidental fees
- establishment of new academic programs
- major admissions and awards policy
- the University's budget
- campus planning and capital projects
- personnel policies
- campus and student services

Nominations Open

January 19th, 9 a.m.

Nominations Close

January 30th, noon

Positions

5 teaching staff seats (A & S Federated Universities; A & S Sciences; A & S Erindale by-election; Engineering; Medicine)

- 4 full-time undergraduate student seats
- 2 part-time undergraduate student seats
- 2 graduate student seats
- 1 administrative staff

Nomination forms are available from the Registrar's Offices at the Erindale and Scarborough campuses.

For information, please contact

Susan Girard, Chief Returning Officer
Room 106 Simcoe Hall • 978-8428

The membership of the Governing Council should reflect the diversity of the University. Nominations are, therefore, encouraged of a wide variety of individuals.



ANTHROPOLOGY CLUB OF ERINDALE PRESENTS:
CASINO NIAGARA!
THURSDAY, JANUARY 29, 1998.
TICKETS \$10
MEETING PLACE THIS WEEK FROM 10-2 PM.

CASE (Commerce Association for Students of Erindale) PRESENTS:
Investment Week (January 26-30th 1998)
Investment Seminar (Monday), Canadian Securities Course (Tuesday) and Royal Bank Trading Floor Tour (Friday). Ask at Crossroads Rm 35B for more information.

Hindu Students Council: H.S.C. would like to sincerely extend an invitation to all its members to participate in its upcoming social night. Here you will enjoy: Bagels and Cheese, Entertaining Activities and well as socialization with members. Event will be in the Piano Lounge (2068B), Jan. 23 from 4 to 8 PM. Come One, Come All!

P.A.U.S.E.

Need a break from all the studying? Interested in some FREE entertainment? Well, "TUESDAY NIGHT IS MOVIE NIGHT". Join P.A.U.S.E. in the Coleman House on Tuesday, Jan 20th. Stop by at 8 PM and receive FREE pizza and pop, then just sit back, relax and enjoy a great movie. Bring a friend, and non-members are only a buck! Also, last week's ad about the web page still applies, so check it out and design the P.A.U.S.E. web page and earn \$50.00!

Residence surplus

Continued from front

tee, commented that the money should be re-invested in residence. "It definitely needs to be kept within residence," said Telfer. "We've paid into the surplus, so we should have some say on how it is spent," she said.

Consistent low rates a "sign of commitment"

According to Mike Lavelle, Residence Director, since 1972, UTM residence has always been a self-contained operation that received no government or university funding. Revenue is generated solely from residents' fees. "All the money," said Lavelle, "has been re-invested in the operation."

As the residence becomes even more financially stable, finance committee members have been questioning how the money should be spent. Telfer said that she believes that continuing to offer low rates would be in the university's best interest. "I think maintaining

"Student leaders in residence have to know what is being done with the money, work to maintain the lowest rates in the province and make this an attractive place to live."

—Mike Lavelle,
director of residence

low residence rates shows a commitment that they want to do something right with this money," said Telfer.

Lavelle has consistently echoed student interest in keeping residence rates among the province's lowest. Earlier in the week, the Erindale College Council met to discuss ancillary budgets. During a review of the residence budget, Lavelle emphasized that UTM should not measure itself against other universities, that rates had to be kept low, not only to provide students with affordable housing, but also to keep residences an attractive marketing tool.

Students need to speak out

However, Lavelle commented at Friday's residence finance committee meeting that students need to make a more concerted effort to vocalize their opinions.

"[It is] not just the administration, students also have to take responsibility for how money is spent," said Lavelle, adding that "Student leaders in residence have to know what is being done with the money, work to maintain the lowest rates in the province and make this an attractive place to live."



file photo

Annual mortgage payments:

| | |
|---------------|--------------------|
| Phase one | \$79,637 |
| Phase two | \$115,783 |
| Phase three | \$130,233 |
| Phase four | \$201,195 |
| Phase five | \$687,574 |
| Colman lounge | \$72,646 |
| Total | \$1,287,068 |

UTM residence mortgage completion dates:

| | |
|---------------|------|
| Phase one | 2024 |
| Phase two | 2029 |
| Phase three | 2010 |
| Phase four | 2010 |
| Phase five | 2010 |
| Colman lounge | 2003 |

Residence finance committee oversees money

NEWS COMMENTARY

BY ROBERT PRICE

Fees for UTM residences have consistently been among the lowest in Ontario. Compared to Scarborough College's residences, which were built at the same time, UTM residents' rates in 1997 were \$157 cheaper. In 1996 they were \$386 cheaper.

In the year 1996/97, UTM residences collected \$3,395,991 in revenues and spent \$3,363,401. The revenue was generated largely from residence dues and conference business. Similar budgets have been projected for the future, allowing UTM residences to remain a self-sustaining operation. As mortgages are paid off, and new, revenue generated buildings are constructed, a huge surplus will accumulate in the residence centre's coffers. It seems there is no reason for residence students to have to face an increase in rent.

With UTM students facing further tuition increases next year, it is up to residence students to become aware of what is done with the money in residence. In fact, in the early 1980's, the provincial government gave residence students consultative authority over money spent in residence. As outlined by the Council of Ontario Universities, Bill 126 provides that, "each university shall have and maintain adequate consultative procedures involving student residence councils or other appropriate student users groups and that there shall be consultation both about student tenants' rights and about student residence rates and services."

Students receive major advice

BY DUNCAN KOERBER

Help is on the way for students who are undecided about their major programme.

The Registrar's Office plans to conduct workshops in February for students who are having trouble deciding which direction to take in their university careers. "We hear a real need from students for help in deciding on programmes. Some students may be pressured by their families to choose a certain major and not know what they should really do," said Mark Overton, Erindale's Registrar.

The Registrar's Office will be working in conjunction with the Academic Skills Centre, Career Centre, and Health Services on this project. According to Overton, the combined effort is important because each office can provide specific help

to students, such as interest assessments from the Career Centre, academic potential information from the

"We hear a real need from students for help in deciding on programmes. Some students may be pressured by their families to choose a certain major and not know what they should really do,"
—Mark Overton,
UTM's registrar.

Academic Skills Centre, course information from the Registrar's Office, and help from the Health Services about dealing with pressure to succeed.

"One U.S. study says that one-half of all students change their programmes at some point. People don't

acknowledge this fact," said Overton. In his opinion, the workshops will allow students to find out what they are really good at, and equip them with the knowledge to explore all possible options. Currently, high school students, when applying for university, are required to select only a general area of interest, like Science, Commerce, or Arts. Many students are finding it hard to be any more specific than that even after they have entered university.

Students interested in the workshops should attend the Student Tune-up Day in the Meeting Place this Wednesday from 11 a.m. to 1:30 p.m. or visit the Registrar's Office. Registrar's Office staff will be handing out a survey to determine how many students are interested in workshops and what are their specific needs.

OSAP applications steady in 1997

BY ROBERT PRICE


The number of University of Toronto students who have applied for OSAP is expected to reach the same level it did last year.

According to David Sidebottom, financial aid manager at Admissions

and Awards office St. George campus, 17,926 students have applied for OSAP since January 3, 1998. 1,442 applicants did not qualify. The number of applicants this year is comparable to what they were at the same time last year. Last year there were just under 20,000 applicants; more people are expected to apply throughout

January.

Over the last ten years, there has been a steady increase in the number of students applying for OSAP. "Reasons for the increases over the past ten years," said Sidebottom, "have been a combination of many things, among them a slow economy, increased tuition and user fees."



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Call Guy at (416) 587-5708

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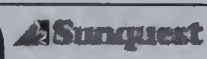
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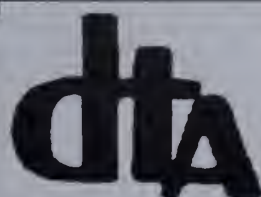
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Money in the bank

What would you do with \$72,000? \$500,000? \$1 million? If you are a residence student, you could actually be making a decision on these amounts in the future. Our cover story this week ("Residence a cash cow") details the finances of Erindale's excellent residence system, one of the best and cheapest residences in Ontario. What the story reveals is that the residence bank account has a surplus of over \$400,000, and in the future, as the mortgages for each phase are paid off, the surplus will increase. What will happen to that surplus? We believe students must step in and take control of this money immediately.

If students do not demand control of this money (it is their money, after all), it is inevitable that the yearly surplus will be taken by the university and used somewhere else—and students may never see any tangible benefits from the money.

Residence students should stand up and make sure this money is designated to be spent the way they want it to be spent, in projects that will benefit Erindale College students. The decision on what will be done with the money should not be made by administrators.

Costs for university are increasing at an enormous rate, seemingly beyond students' control. Attending to the residence finance surplus is just one way that students can get involved in the decision-making process about the costs of university.

Specifically, we would like to see the residences' rates stay as low as possible, because students are taking too many financial hits on other fronts. At Erindale, residence rates can remain low, and the system can still make a surplus. Could this surplus someday be invested to upgrade residence life, build new student buildings for all students, or add financial support for struggling academic programs? Yes it can, but it is up to students.

STS down for the count

All Erindale students have read the orange Student Telephone Service booklet, which trumpets STS as the best way to select courses. STS would be a great way to select courses—if callers could get through to it! The STS's busy signal problem earlier this month was the second screwup in a year during a busy registration period. In the summer, the STS breakdown occurred because of a software glitch. STS people decided to test a new software upgrade on July 2, the busiest registration day of the year—great idea! This month, the system's software was working fine, they say, but STS was not able to serve students mainly because there were only 64 phone lines available. The other 32-line machine had been removed so that it could be used to test a new student records system—another brilliant move!

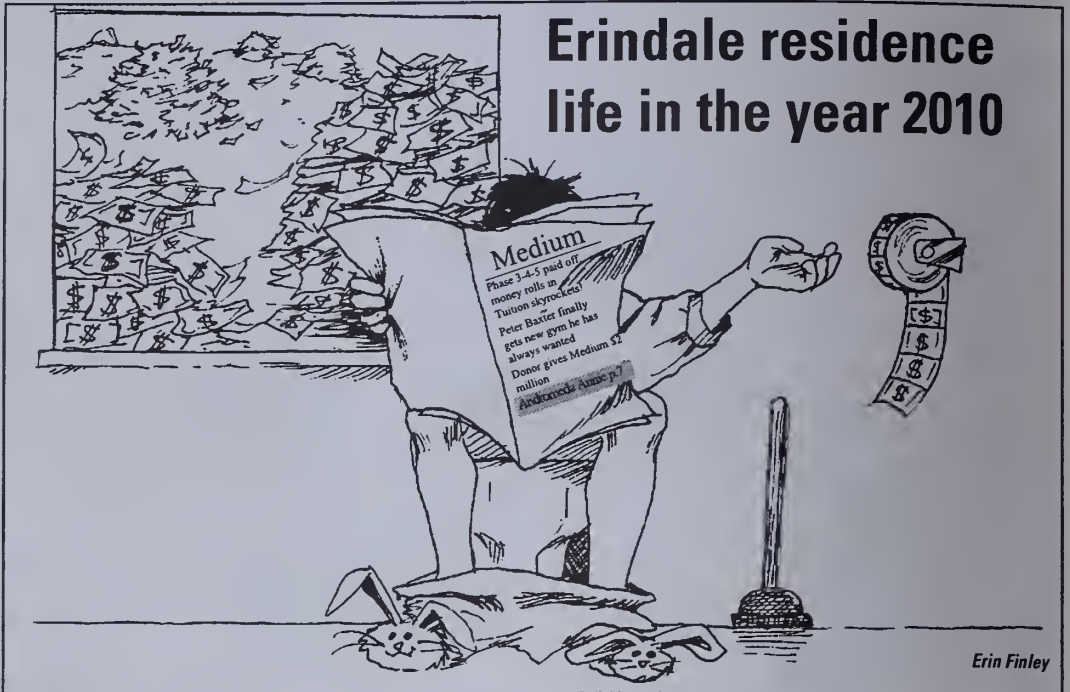
STS is really only used at high volumes during four periods of the year, but those four periods are vital for selecting courses. If a student misses out on a course, the student's whole university career could be ruined. Losing out on a course because of someone else's bad decisions is even harder to swallow. Every student at Erindale pays ten dollars to use the system. What good is this system if it is not available when students need it most?

STS needs more lines available at peak times (the four busy registration periods). The added cost of extra lines is not an issue; the ability to get through to the system is most important. STS must also get a new phone number; on an exchange other than 872, which is used by Ticketmaster, among others. Also, we believe that students must be reimbursed for some amount because the service was not provided properly. Students who want to petition STS should cut out the section at the right (Letters to the Editor), and drop it off at ECSU's suggestion box at its Meeting Place information booth.

The Medium is published weekly by Medium II Publications, a non-profit, incorporated student organization. Membership includes all full-time students registered at Erindale College. The opinions expressed within are those of the writers and editors and do not necessarily reflect those of Medium II Publications. The Medium's mandate includes informing students of local and national concerns, and giving Erindale College students an opportunity to practice journalism. National advertising provided exclusively by Campus Network.

You know, I don't really give a shit about the superbowl. I'll probably be away from a television, working here on sunday night. good start for the B.O.D... let's get us some CASH. Who are those people next door? Are they wacko? They boxed in my car in the parking lot... what idiots. Nelson probably wants to know if there are strip clubs on Mars, and whether they charge a \$10 cover. Prince Naseem Hamid is the next muhammad ali, you heard it hear first... and probably last! Three more issues to reading week... Hey Shevan, that demand letter was TOO FUNNY!

EDITORIAL



Erindale residence life in the year 2010

Erin Finley

Letter to the Editor

Petition the Student Telephone Service

Dear Editor,

This letter is in regard to the latest fiasco concerning the inadequacy of the STS (Student Telephone Service) system in serving UTM's student body during the first week of the 1998 academic term.

Principal McNutt has already lodged a complaint with the Provost about the unreliability of this system, and it was pointed out at the last Q.S.S. (Quality Service

to Students) committee meeting that student action would be needed to complement the Principal's efforts.

Being a concerned and proud representative of the UTM student body, I am encouraging all students to complete the following petition request for prompt changes to the current STS system.

A petition (see below) may be cut out and dropped off at the ECSU suggestion box located at the Info booth in the Meeting Place.

I hope that a strong student response to this particular matter will be the result. This would allow for the following "crunch" registration period to accommodate all student needs, not only those who manage to get through STS's telephone lines when they are not blowing steam.

Pedro Tavares
Services Coordinator
Erindale College Student Union

STS Petition

I would like to see substantial changes made to the current Student Telephone Service system so that it may provide adequate and efficient service to all students at UTM.

NAME: _____

STS PET PEEVE: _____

Letters to the Editor

The Medium welcomes all letters. Letters that incite hatred, violence or letters that are racist, homophobic, sexist, or libelous, will not be published. Letters may be edited for brevity, and/or coherence. Please submit letters on disk.

What facilities would you like to see added to Erindale College?

TALKING HEADS



"A theatre for the absurd complete with swimming pool and daycare for cats."
— Michael Kessler

"You provide the men and we'll do the facilitating."

Alison Ogilvie



Photos by Vicki Schelstraete

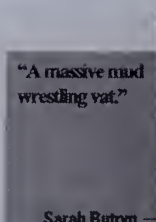


"This campus definite needs a chic little martini bar."
— Emily Scott



"A sushi bar and more men with facial hair."

Naomi McNeill



"A massive mud wrestling vat."

Sarah Butryn

This is live, Saturday Night



11:00pm till 2:00am

Stimulation Saturdays

**3 hours of unlimited play
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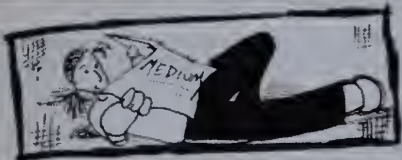
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THE INTERGALACTIC ADVENTURES OF ANDROMEDA ANNIE

NEBULA NADIA HAS INVADDED THE JOVIAN PLANETS WHILE ANNIE IS AWAY ON A MISSION. AURORA AND RADAR, ANNIE'S SIDEKICKS MUST DO SOMETHING TO PROTECT THE JOVIANITES FROM NADIA... BUT WHAT WILL THEY DO WITHOUT ANNIE?

YES, I HEAR YOU AURORA... WE ARE BEING ATTACKED!

RADAR, I WANT YOU TO ACTIVATE THE GEODESIC DOME... LET'S PROTECT THE JOVIANITES! I'LL TRY TO CONTACT ANNIE FROM THE EMERGENCY RADIO BOOTH...

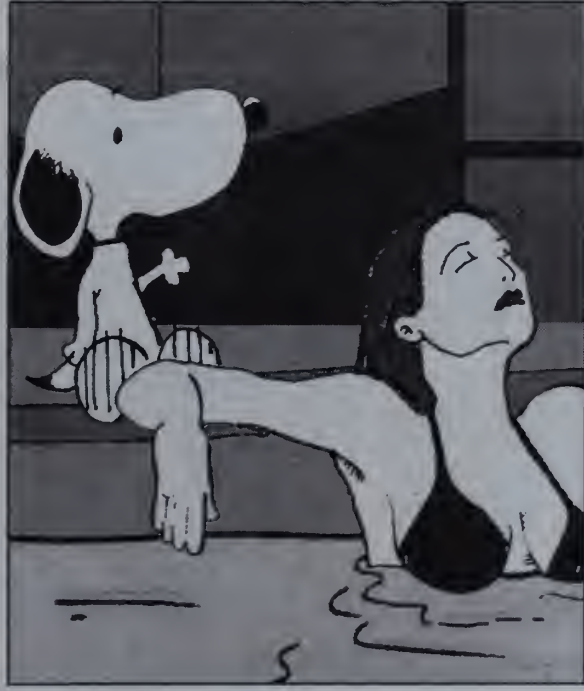
...WHILE RADAR SHIELDS THE PLANET WITH THE DOME, AURORA CONTACTS ANNIE WHO SUGGESTS THE USE OF AN EXPERIMENTAL ANDROID TO DEFEND THE JOVIANITE PEOPLE...

BUT ANNIE, WE'LL BE TAKING A BIG RISK. IF WE UNLEASH THE UNTESTED ANDROID!

PROJECT "ASTEROID ADHARA" IS READY AS FAR AS I AM CONCERNED. I'M ON MY WAY BACK, AURORA. LET'S SEE HOW NEBULA NADIA FEELS ABOUT OUR ANDROID!

ASTEROID ADHARA IS RELEASED...

BUT WHAT ARE THE CONSEQUENCES? FIND OUT NEXT TIME!



SMALL DEMERITS SKEWED VIEWS

On his day off, Snoopy decided to hang out at the pool and GET BUSY!

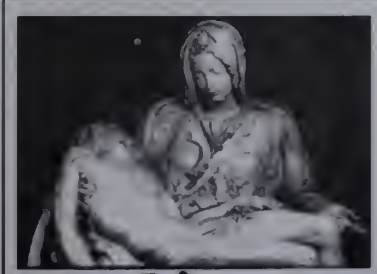


"Nazi skinhead lesbians and the pro-equality activists they love, next on Springer!"

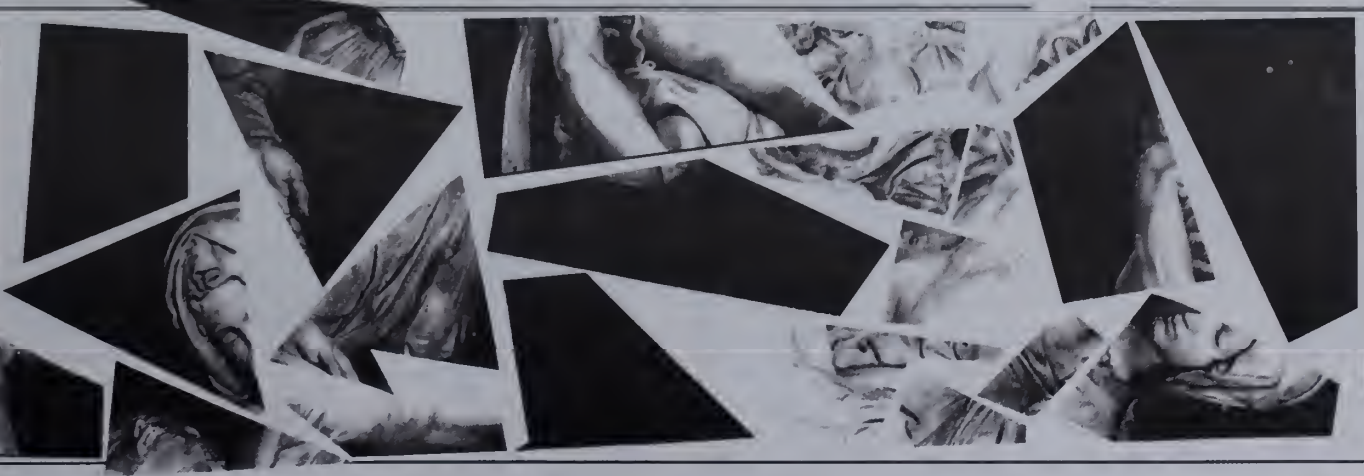
When Zarkath, Advisor to the Alien Armada, saw Jerry Springer, he knew our culture was too primitive and stupid to bother even trying to turn into slaves... there was just no hope.

ART!

WAIT! BEFORE YOU SKIP THIS BLURB... READ ON. BELOW ARE A NUMBER OF PUZZLE PIECES. JUST CUT THEM OUT, PUT THEM TOGETHER AND COMPLETE AN IMAGE OF ONE OF HISTORY'S GREATEST WORKS OF ART!



COMPLETE →



Originally, advertising agencies and marketing geniuses had only a few tools to work with in their attempts to convince consumers to buy their product: billions of dollars at their disposal, flashy images, catchy jingles, and unlimited creative range. Visual enticements and desirable images sufficed as the major tools of the trade, with advertisers intent on separating people from their hard-earned dollars. Compelling verbal arguments were designed to tug on the audience's emotional heartstrings, or play on consumer appetites for power, sex, and greed. With the skill of a Sophist, these agencies make logically persuasive arguments to appeal to the rationale and reason of their target audience.

However, in recent times, advertisers' arsenals have expanded to include a wider range of persuasive techniques, made possible by advances in technology and communications. The big business of advertising, frustrated by efforts to sway the average critical and discriminate consumer, has begun to prey upon the unguarded psyche.

Advertisers have recently discovered that one powerful means of influence has been right under their noses all along.

Market research has shown that scent can have a powerful effect on human behaviour. Long believed to have unique access and influence over our subconscious, scientific evidence can now explain why smell can contribute to soaring stocks and rising profits at advertising firms. Research has found that our sense of smell

The big business of advertising, frustrated by efforts to sway the average critical and discriminate consumer, has begun to prey upon the unguarded and unconscious psyche.

is directly wired to the brain's limbic system, the seat of memory and emotion. By sparking this connection, certain smells can evoke strong emotions and elicit pleasant memories from our personal past, bypassing the higher-order cognitive functions of decision-making and judgment that are needed to resist temptation and impulse shopping. Women are reported to have a keener sense of smell than men, and coupled with their instinctual shopping tendencies, women become primary target audiences for manipulative marketing moguls.

This type of market research, that delves into what makes people tick, has contributed to what has been referred to as an "olfactory revolution," spawning a \$950-million market for "environmental fragrancing," masterminded to make consumers feel better, work

harder, and spend money more freely. Without solid proof of increased profits, many retailers are adding scent to the mix of lighting, music, and environmental designs to entice shoppers to browse more, linger longer, and buy more. Baking fresh goods in-store and serving strong-smelling demos in supermarkets is not a kindhearted gesture to feed weary shoppers and quiet their whiny, demanding children. Grocery stores regularly employ food odours to pique appetite and salivation, while taste sampling primes hunger and impulse buys. Cinemas and movie theatres purposely infuse the air with the smell of popcorn.

In their merciless pursuit to drum up business, advertising entrepreneurs have used advances in technology to fabricate artificial smells. In ten of London's busiest bus shelters, a Citrus Twist fruit-flavoured cola billboard that smells just like the product was erected. Several British magazines have traded in their fragrant-smelling perfume promotions for feature ads for Gordon's Gin, with an odour strip smelling authentically of gin and tonic. A "new car" smell is reported to have been artificially introduced into used car showrooms to boost the perceived quality of cars and increase sales. In Japan, Toyota uses floral fragrances to attract female buyers and boost sales, and rumour has it that one of the three major American automakers is developing a scent to make car salesmen appear more honest.

The Art and Science of Persuasion

BY CORINNA

Other research uncovers the impact of smells on purchasing power and sales. Restaurant patrons were found to talk more animatedly and tip more lavishly in the presence of a subtle scent. Casino gamblers reportedly spent more of their earnings, nearly 45 per cent more money, in establishments where smell factored in.

Alan R. Hirsch, M.D., the neurological director of the Smell and Taste Treatment and Research Foundation, was one of the first to claim that his research supports the notion that browsers are willing to buy more and spend more when the atmosphere is scented. In one of his studies, Hirsch found that the average person showed a preference for the identical consumer item in scented versus unscented rooms, even under conditions where a higher retail price was asked for in the former.

The trend toward widespread environmental fragrancing seems promising for advertising executives and marketing moguls who strive for increased profit margins at the expense of their customers' vulnerabilities and weaknesses. However, scent's purported power to manipulate behaviour draws many skeptics who expose its many limitations. The potential for allergic reactions makes scent a possible repellent for consumers. As well, the "sensory overload" of multiple attempts by marketers to entice buyers may eventually drive consumers away. Another unanticipated finding is that smell may often be inconsequential in big ticket purchases, such as cars or diamonds; in these cases, such high-priced investments require more timely consideration and thought. For this reason, the use of smell is heralded as more effective with impulse items.



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Nominations Open
January 19th, 9 a.m.

Nominations Close
January 30th, noon

Positions

18 teaching staff

- 1 App. Sci. & Eng.
- 1 Arch. & Land. Arch.
- 5 Arts & Science
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- 1 OISE/UT (not C.T.L./HD & AP)
- 1 Management
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Science Persuasion

NETTA

Market research has also investigated the familiar smells that different generations have grown up with, in attempts to link the pleasant feelings of consumers' nostalgia with manufactured goods. Generation-Xers, for instance, weaned on the artificial smells of Play Doh, Bubblicious, and plastic toys, have led advertisers to try to capture these synthetic smells in many products and promotion campaigns. Through the use of "head space technology," nearly any scent can be captured, bottled, and infused into colognes, perfumes and nearly any other product that advertisers wish to push on target audiences. In addition, advertising experts try to create novel, distinctive scents for their products, by layering

tentative conclusions made regarding its effectiveness. Lately, its reported use seems to have been confined to allegations of disgruntled employees adding images of sex and violence into the backgrounds of well-loved animated Disney films. Its use in advertising has been somewhat limited, given the lack of conclusive evidence for its success. However, equally uncertain is the scope of its use in modern advertising, being easily able to pass by lenient ethics boards and advertising committees.

As a result, advertisers have turned their attention to other aspects of the visual medium, focusing on subperceptible rather than subliminal features. More recently, advertisers have set their sights on the use of colour to influence their

places as "greenrooms", where actors wait before their performances. Apparently, people are more likely to buy something packaged in blue over any other colour. Market research has found that the psychological impact of colours is factored into the packaging and promotions to increase profits for advertisers.

Another highly successful advertising strategy that has become increasingly popular and pervasive is product placement. This technique, in which companies sell products through their use in film and television, capitalizes on others' audiences. Unlike celebrity endorsements, product placements aim to sway consumers when their defenses are down, unaware that a sales pitch is being thrown their way. The subtle sell is believed to work because we supposedly form a positive association between our favourite actors, actresses or images and the products they are using on screen, and because they prompt viewer recall of the product along with the movie. Cheaper than traditional advertising, product placements can range anywhere from \$5,000 to \$100,000 each, depending on how integral they are to the plot.

According to *Forbes* magazine, advertising agents pay huge sums of money to integrate their products into the plots of prime-time television and movies. *Seinfeld* is but one example of a show that has rewritten parts of its script to incorporate a number of product plugs into its spot. In one episode, instead of a doctor's refusing a Junior Mint saying, "Never touch the stuff. It will kill you,"

his new lines have him accepting the candy, with an exuberant "These can be very refreshing!" Impact placements, in which a celebrity actually uses the product, can be quite costly, as well, running on average \$40,000 for a brief exposure. Over \$5 million was spent by PepsiCola and the Subway chain to have a Subway shop appear incongruously in Africa for *Ace Ventura: When Nature Calls*. Product plugs have been increasing on syndicated television, and in video games, disguised as

information providers in cyberspace.

Music has become instrumental to the advertising world, in its efforts to solicit products and services to mass markets. Their use of Muzak, or elevator music, has been rumoured to unconsciously affect the spending behaviour of mall shoppers and roaming customers. Depending on the tempo of the background music, retailers have been using this well-tested marketing technique to slow the pace of hurried shoppers, and make them linger and browse, in the hopes that they will buy more. The mood of the music is also carefully contrived in some retail outlets, where melancholic lyrics are played to dampen

the spirits of shoppers and encourage them to brighten their dispositions with new purchases. Environmental psychologist Susan Knasco Ph.D. remains skeptical of its effectiveness. She claims mood music has been found to irritate almost as

liminal messages can get people to act counter to their wishes, values, or personalities. According to social psychologists Elliot Aronson and Timothy Wilson, even if the effects of subliminal persuasion in advertisements are documented in

the near future, the messages they convey are unlikely to be any stronger, or any harder to resist, than the effects of more overt, consciously perceived kinds of advertising.

Many people feel outrage at such attempts by advertisers to use subliminal messages in their feverish attempts at brainwashing and mind control for profit. According to research by the Gallup organization, a substantial proportion of the American public feel that most advertising is deceptive but do not believe that it works. They also report that people are twice as likely to think that advertising, both conventional and subliminal, is successful at deceiving the public at large, rather than them personally. As advertising agencies invest increasing sums of money into mastering the art of persuasion, with research and technology that could be better spent on actually improving their product rather than (scheming) making it appear better, they lose sight of their objectives and limitations. Contrary to what money-hungry, scheming advertisers might believe, their target audience is not a

mindless, conforming, spineless silent majority. Advertisers' stealthy deceptions and covert strategies are transparent, as it becomes increasingly clear to an increasing number of consumer groups. They commonly assert that the only best

defense against advertisers' constant drone is critical, unwavering scrutiny and vigilant skepticism about the claims and promises they make.

Advertisers who are commissioning unprecedented

Advertising agencies invest increasing sums of money into mastering the art of persuasion, with research and technology that could be better spent on actually improving their product.

amounts of market research to understand the wants, needs and vulnerabilities of the average consumer might want to look into what makes customers avoid advertisers' appeals, namely, deceit and dishonesty. The subtle sell does not go unnoticed; unfortunately for advertisers, it makes its impression on the wrong audience, that of media skeptics and cynics rather than willing consumers.



Photo courtesy of People Magazine

Seinfeld is no stranger to the technique of product placements, with plugs for Juji Fruits, Today's Sponge and Junior Mints, among others. The scripts have even been changed to integrate the product in a more favourable light, at a cost to the advertisers. In one episode, instead of a doctor refusing a Junior Mint saying "Never touch the stuff. It will kill you," his new lines have him and Kramer accepting the candy, with an exuberant "These can be very refreshing!"

odours emanating from everything from dirt to plastics, in order to prevent consumers from making negative associations with past experiences because of the smell.

Subliminal persuasion by visual means has been utilized by advertisers, as far back as the 1950's, when it was first tested out on movie screens. An advertising group, headed by James Vicary, allegedly flashed the subliminal message "buy popcorn" during films in an effort to boost refreshment stand sales. The Vicary-ous experience was halted when public backlash called for its repeal.

Today, the extent to which subliminal visuals are being used in media and advertising remains questionable, with few and

audience's spending habits. While the perception of shape and form occurs at a cognitive level, colour evokes more of an emotional and physiological response that is immediate and powerful.

Studies have shown that certain hues affect the brain differently, with different wavelengths triggering their own individual responses. Red, for instance, has been evidenced to release adrenalin into the bloodstream, thereby increasing body temperature, stimulating the heart and nervous system, and stimulating intense emotions and energy levels, as it appears to advance toward the eye and demand attention. Yellow is suggested to be the colour the eyes notice first, while green is used for its calming qualities in such



They say there is a sucker born every minute. Those who aren't, are probably born salesmen, developing the latest in marketing ploys and techniques to make you shop 'til you drop.

many customers as it attracts. Despite little supportive scientific evidence to point to its effectiveness, the use of supraliminal auditory messages has taken off in the self-improvement industry, with the rise in sales of tapes carrying subliminal messages to lose weight, or quit smoking being attributed to anecdotal successes; there is no reason to believe that the advertising industry would be deterred by these success stories.

To date, there is minimal evidence that the type of subliminal messages delivered by advertisers have any significant influence on people's behaviour. If anything, rumours of an added secretive dimension to an advertisement may prompt more attention to the ad, or even cause people to see what they believe, ultimately working in the advertisers' favour. No evidence indicates that sub-

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ARTS & ENTERTAINMENT

Rock musical cries out for refining

The rock musical *Twist* brings to mind a family's Christmas dinner; the festive season and gathering of family are exciting, to be sure. However, after about five minutes you're ready to leave, because you hate the cooking or your in-laws' patronizing attitudes or the dog slobbering on your leg, begging for table scraps.

MUSICAL REVIEW

BY HEATHER SAUNDERS

The musical, although inspired

by *Oliver Twist*, is set in the future. An orphan girl, Emily Twist, escapes her tyrannical orphanage to seek refuge in the shambles of the post-war world. The theme of dilapidation is ironic considering the lack of cohesion in *Twist*. The production is seven years in the making, but it could have used a decade. Virtually every aspect of the production cries out for refining.

Like a family Christmas dinner, *Twist* does possess admirable elements. Endurance, for one. Despite unpreventable delays and site relocations, the show has still made it to completion. Also noteworthy is the cast, which is composed of extremely young actors. This endeavor is quite impressive for a group of young people. However, about half of them look out of sorts on stage, making them seem like lost children (again ironic, considering the theme of abandonment in *Twist*).

The acting is not bad, but it lacks the intensity required by a production about sex, drugs, abandonment, and death. In the first act, despite almost constant upsetting moments, the only actress displaying emotion is Sarah Hunter. Fortunately, the cast shows more emotion in the second act. There are a few gems, like Marianne Comilang, the boisterous Sparky and Eleonora Barna, the insecure, guarded Jazz, who both play prostitutes. If Chris Coculuzzi could sing as well as he plays the part of the pimp, he could be the



In this emotionally intense production about destitute youths seeking escape from post-war alienation, Sarah Hunter (above) is one of the few actresses who actually displays emotion during the first act.

photo courtesy of Young Actors Performance Troupe

star of the show. Conversely, if Dena Chiarocci (Emily) could act as well as she sings, she could truly be the star of the show.

The actors are largely supported by Johnathon Hoskins' script; however, it's not without its flaws. For instance, the image of the rose is inexplicably overused. Furthermore, there are too many ironies. When the runaway Emily arrives at a whorehouse, it's plausible that she already knows the abandoned daughter of the Madam.

However, it's hard to believe, by any stretch of the imagination, the second coincidence—that the cop who helps Emily just happened to go to the same orphanage as her.

The script also contains some serious gaps. For instance, when Emily is arrested for drug possession, she isn't read her rights. Then, after accidentally stabbing a prostitute, Emily is seen by a cop, but is not asked why she has blood on her white t-shirt. Another unbelievable moment is

when Jack the drug dealer discovers his brother's death; he looks upset for about ten seconds and then makes out with Emily, beginning a flourishing relationship.

While the script may help the actors, the music hurts them. The music does have real potential; guitars, keyboards, and drums produce a rocking background that jibes perfectly with *Twist*'s reputation as a rock musical. However, the Disney-like "We shall persevere" songs are so terribly out of place that they are painful to observe. They don't do justice to the talented voices of the cast. Plus, the chipper songs clash with the rough feel that the show attempts to emphasize.

The choreography, on the other hand, has no potential. It's like an aerobics class gone bad. The actors are often out of sync, and while some of them boldly perform the movements, others only invest a half-hearted effort. The chorus line setup is just too upbeat and happy for a story about the crud of life. Also, placing very short individuals next to very tall individuals makes the choreography look even more awkward. The fight scenes are better, but they are performed so slowly that nuances, which should remain unnoticed, are highlighted.

The set, too, is hurting. There is one permanent set (of the whorehouse) and one occasionally seen set (of the police station). *Twist* begins in an orphanage, so you would naturally associate the set with an orphanage, not the yet-to-be-seen whorehouse. By the time this set is finally used, its weaknesses have already infiltrated the viewer's mind. Even worse than the not-quite-straight columns are the mixing of two-dimensional and three-dimensional aspects. Illusionistically painted shelves of books are placed nearby a wall of actual roses. The contrast between real and unreal makes you hope that escape is possible, an escape from that family dinner you are trying desperately to enjoy, but failing miserably.

Not as good as it gets, but not bad

Producer/Director James L. Brooks, best known for producing *The Simpsons*, and making films such as *Terms of Endearment* and *Broadcast News*, finally has a new offering, *As Good as It Gets*. Is it as good as the title suggests? Not quite.

MOVIE REVIEW

BY RICHIE MEHTA

The film stars Jack Nicholson as Melvin Udall, a romance novelist suffering from an obsessive-compulsive disorder, who also happens to be an asshole. He's audacious enough to call his gay neighbor, Simon (Greg Kinnear), "Simon the Fag," and to throw Simon's dog in the garbage. Helen Hunt plays Carol, the warm-hearted but suffering waitress, whose son is afflicted with asthma.

Through a series of events, the lives of these three characters merge, resulting in drastic changes for the better. The film is part romantic comedy, part drama. The problem is, it isn't really either of those, and is ultimately hard to pin down. One sees the interaction of these people, and hopes that Udall isn't the film's romantic lead. He's obnoxious, cruel, arrogant, and really doesn't have any attractive qualities. Lo and behold, he is the romantic lead! The "love situation" that results between Carol and Melvin is completely improbable. Although one can see that Melvin is not a monster, revealed by the glimpses of his humanity through-

out the film, it's hard not to think that Carol could do so much better than this egotistical ass. If the audience isn't feeling in a loving mood, it's hard to believe the characters could be receptive to love. One of the film's problems is that it leads one to believe that Carol can't love anyone but Melvin.

There are moments of genuine and believable warmth and humor, especially those featuring Simon and Carol. A film like this would be better off not as a romance, but as a human drama that allows one not only to sympathize with a soul like Melvin's, but to see why one should love him. Editor's note: In that sense, it sounds kind of like *Catcher in the Rye*.



Why is it that Jack Nicholson (seen here as Melvin) almost always plays a jerk? It's hard not to hate his character in *As Good as It Gets*, yet Carol (Helen Hunt) loves him.

Searching for dead poets

Everyone seems to love Matt Damon, the star of the new film *Good Will Hunting*. He's charismatic, intelligent, and has a smile that reveals his boyish dimples but doesn't detract from his cool image. He plays Will Hunting, a 20-year-old janitor from south Boston who just happens to be a math genius. Hunting has been confined to blue-collar jobs all of his life, such as floor-cleaning and brick-laying, and he has had more scrapes with the law than he can count. One such incident leaves him in therapy with the psychologist Sean McGuire, played by Robin Williams. The plot focusses on their relationship, and consequently causes the movie to falter.

MOVIE REVIEW

BY RICHIE MEHTA

Williams and Damon form a father-son bond, in which each character knows intuitively what the other is thinking. The chemistry created between these characters is interesting, but the film doesn't take the viewer into new territory. Countless movies have been made about male bonding, father-son relationships, genius outcasts, and dark secrets from the past being exposed. This film is about all of these; it handles the issues with sensitivity and intelligence, but it doesn't do anything new with them. Williams' character is more cliché than one would expect, not coming remotely close to the mentor role he played in *Dead Poet's Society*. Damon plays Hunting perfectly, conveying throughout the film his coolness, and unwillingness to let anyone near him.



Unfortunately, the relationship between Will Hunting (Matt Damon) and psychologist Sean McGuire (Robin Williams) becomes the focus of *Good Will Hunting*. The movie may seem even more bland in light of the fact that the movie originally contained a "Fugitive-like thriller subplot."

The film isn't completely lacking, though. Great performances are given by Minnie Driver, as Hunting's love interest, and Ben Affleck, as his street-smart buddy. The obviously intelligent Affleck and Damon are the authors of the screenplay which, on the downside, is emotionally lacking, but on the upside, is humorous.

Good Will Hunting is a lot funnier than most comedies, and—surprising-

ly—the interaction between Affleck, Damon, and his cronies is right on the money. However, comparing *Good Will Hunting* to films like *Dead Poets Society*, *Searching for Bobby Fischer*, or *Awakenings* is way off base, because unlike these films, *Good Will Hunting* fails to evoke a powerful response. To see it on the merit of its intelligence and humor though, is worth it.

Wrestling in the ghetto



Photek
Modus Operandi
(Virgin)

It would be hard to over-state the originality of Photek's sound, almost as hard as it is to pin down that same sound. Somehow, any label seems too restrictive for an artist who records music based on Japanese Samurai traditions.

Modus Operandi follows Photek's two previous EP releases, and was met with much enthusiasm from the small legion of fans his music had already developed (some gained through his inclusion on the MetalHeadz Platinum Breaks compilation). For the uninitiated, Photek's music has been described as "Wu-Tang put through a ginsu", which aptly describes the eclectic use of beats, sampling, and ambient texture maintained throughout this album.

Opening with the hit from his first EP, *The Hidden Camera*, Photek puts this album off to a great start. The only problem is the similarity of some of the tracks, but for those who like his sound, this is less a problem than an asset. For those uninitiated with *Drum and Bass*, this album is as good a starting point as any (including great songs like the aforementioned *Hidden Camera* and album closer *The Fifth Column*), but be prepared...his music is made like the Japanese two-handed sword technique—quickly, he thoroughly embraces, thrusts, and parries. Just when you think you've pigeon-holed him, he ducks through his own sound and throws something completely different at you. It is this ability to mutate, and yet still sound good, that makes *Modus Operandi* such a great disc.

—Scott Arnold



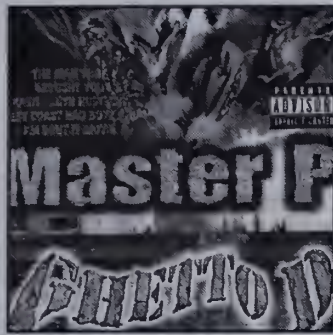
World Wrestling Federation/The Music
(BMI)

When you listen to this album you should keep certain things in mind. For starters, this CD was compiled with the quality of music in mind. It is exactly what the WWF claims it to be: a CD of theme songs and entrance music of various WWF stars for the hard core wrestling fan. This CD is hardly intended for those who mock fans, criticizing, "You know it's not real." We know it's fake, but hey, it's enjoyable, just like this album.

One downside to this CD compared to previous WWF releases is that the electronic aspect is emphasized rather than the wrestlers' half-assed attempts at singing. The original release from over a decade ago was positively hilarious, with songs performed by Coo Coo Be Ware and manager/pimp wannabe The Slickster. This album, on the other hand, contains some tracks that just drag on and on; they lose their uniqueness quickly, and become annoying, even for hard core wrestling fans. While some of the wrestlers speak or shout during their themes, none actually sing. Songs from stars such as The Undertaker and Dude Love are expanded from those played during the shows, and benefit from actual music in the background. Others completely fail to entertain, like Marc Mero. His contribution makes you want to see how long this CD would last in the microwave.

Artists around the world have nothing to fear from this album, which contains its share of write-offs but it's fun, just like the WWF intended.

—Chris White



Master P
Ghetto D
(Virgin)

Unless you like lots of misogyny, drugs, guns, pimping, and a heaping helping of Quentin Tarantino's favourite "N-Word", the *Master P* album will not only seem annoying, but downright horrible.

While it can't be denied that *Master P* can rhyme (except when he tries for that "soulful hip hop") and the production is strong throughout, the general feel of the album is way off. Dislike of gangsta rap aside, the repetitive and monotonous beats on tracks like *Plan B*, and the constant "ugh" (even though it his trademark), spoil what could have been a fairly strong gangsta rap release.

Beyond the repetition, however, is the mixed message *Master P* is sending to his listeners. Tracks like *Stop Hatin'* imply that the gangsta lifestyle responsible for the deaths of high profile celebrities like Tupac and B.I.G. (to whom *Master P* sends his regards in the liner notes) is not the way to go, but then he turns around and tells his listeners how to turn cocaine into crack in the title track, *Ghetto D*.

In *We Riders*, however, *Master P* conveys the most garbled message of all. He calls money the root of all evil, and yet his liner notes and CD inlay are full of no less than 17 ads for other artists' releases to try and bring money into No Limits Records. Also, later in that same track he says he is trusting no one "...while I blow his head..."

To say this release is confusing would be an understatement. The quality of the rhyming and production (which could have made a fairly good album) is so over-shadowed by the commercial grab and confusion of messages that anything positive about the album is lost in a myriad of crossed signals and annoying grunts.

—Scott Arnold

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Current and upcoming art

Evidence: Photography and Site

Jan. 16-Mar. 15 @ The Power Plant.

This show features nine photographers

Charged Hearts

Jan. 16-Mar. 15 @ The Power Plant

Produced by Catherine Richards, this show features heart-shaped objects which apparently have a space-age feel.

Gifts and the Great Wrong Gift

Jan. 5-Feb. 1 @ The Justina M. Barnicke Gallery (Hart House, downtown U of T). This exhibit is about gifts that have been given to the Hart House permanent collection and is about the politics of acquisition of gifts.

Selfish Slaves of Zines and Animation

Jan. 31-Feb. 28 @ A Space Gallery.

This exhibit celebrates female artists who are funny and like in-the-gutter-type art.

The Forest for the Trees

Jan. 22-Mar. 8 @ Art Gallery of Mississauga.

See the impressive sculptures of Sheridan professor Carmello Arnoldin.

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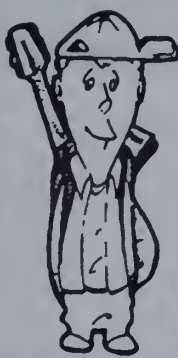
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Contemplating glee in the lusk garden

CD REVIEWS

Loverboy
VI
(BMG)



The first track on *VI*, *Loverboy* sums up its entirety with the line, "Ain't no use denying who we are, when we've come this far..." *Loverboy*, rocker staples of the 80s, have come this far and found no new turns in the road on the way. Their older music, still played in roadhouses and on classic rock stations, would fit as nicely beside this new album as it does beside their previous releases.

From the outset, lead vocalist Mike Reno lets everyone know that the band hasn't changed as he spouts out cheesy vocals in his best David Lee Roth impression. In *Secrets*, the line "I'll lay down beside you while you lead the way..." is but one example of the non-sensical lyrics riddled throughout *VI*. To their credit, though, unlike many modern bands releasing "bar rock", at least *Loverboy* can play. The problem is that they aren't playing anything new.

Tortured is the only track which seems even slightly unique with its opening keyboard contributing to the mood. It creates a stronger impression than any other song on the track, until Reno's vocals return forcefully and break up anything good.

Loverboy has been around for years, and currently, seems stuck in the past. In all truth, however, while *VI* isn't the worst album ever made, it does seem to be the 120th best album of 1985. Sorry guys—you seem to have missed the boat by about a decade.

—Scott Arnold

Lusk
Free Mars
(BMG)

Lusk consists primarily of Paul D'Amour, former Tool bassist and co-founder, and Chris Pitman, although several additional players contribute. The variety of instruments, guitar trickery, vintage technological gadgetry and electronic noodling is impressive. The cello is a frequent guest along with harps, mellotron, and apparently whatever else could be mustered up. The strange concoction seems to be the theme of the album, although the music somehow maintains a sense of unity, almost too constant perhaps, for some listeners. The often washy vocals do little to stand out from the background sounds, and the tracks seem a bit too similar. The sound itself isn't unpleasant but the lyrics are lost at times and their odd vocabulary could use more reinforcement to eliminate the guesswork.



On a positive note, merrily plodding about the album are many upbeat, melodic tracks, which are rare outside the top-40 world. A near-revolutionary lack of swearing is truly vintage. Some tunes are reminiscent of 70s Bowie and maybe even Supertramp (although that might be stretching it). *Free Mars* isn't for everyone but if you like it odd, Lusk might keep you happy. The nifty art-deco album graphics alone could be enough to win you over.

Fun Fact: "Lusk" is Spanish for "gypsy" or "vagabond", but the band was unaware of this fact when they named themselves.

—Rob Armour



Mike Watt

Contemplating the Engine Room
(Virgin)

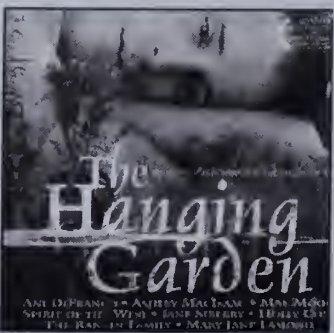
In terms of musical pedigree, Mike Watt is legendary. Early exploits with pop/punk role models The Minutemen and later FIREHOSE have left the burly bass player with enough respect from fellow musicians that the list of contributors on his first solo effort *Ball Hog or Tugboat?* read like a veritable who's who of alternative music. Whereas Watt's incredible talent ran the risk of being overshadowed on *Ballhog*, this latest release lets him take centre stage. The fact that *Contemplating the Engine Room* is being described as a punk opera will probably frighten off many potential listeners, which is a shame considering just how tight and entertaining this disc is.

The songs on *Contemplating the Engine Room* chronicle the life of Watt's father, a machinist's mate aboard a sea ship, whose image graces the front cover. Interspersed are stories from Watt's own life, with particular attention paid to the near-crippling depression that afflicted him after the death of soulmate and Minutemen cohort D. Boon.

Watt's songwriting has always managed to express a flood of emotion whether he's speaking literally or metaphorically. The songs on *Contemplating the Engine Room* are often intensely personal, but they never buckle under the emotional weight, thanks to the exuberance of Nels Cline's nimble guitar work and Watt's rumbling bass; particularly on *Engine Room*, the album's title track, and *No One Says Old Man (To the Old Man)*, which breaks into a shameless sea shanty, complete with yo-ho-hos. *Shore Duty* offers a truly touching look at just how much Watt misses his deceased friend, whereas *Boilerman* is a joyful tribute to Boon's memory.

—Andrew Birse

Various Artists
The Hanging Garden
(Virgin)



Recently, Celtic traditions in Western society have resurfaced in art, dance and music. The Canadian film, *The Hanging Garden* is a case in point. It focusses on the feelings of a young Nova Scotian man trying to honour his past while embracing the future. The mixing of old traditions and new ideas in *The Hanging Garden* is a true success and the

—Tricia Avis

Hip Hop revisited

Various Artists
In Tha Beginning
(Priority Records)



The cover art of *In tha beginning...there was rap* sets the tone for the entire album. By using the four sacred (albeit forgotten) elements of rap, the emcee, the deejay, the B-boy and the Graf artist, *In tha Beginning...* attempts to resurrect the soul of hip hop.

Veteran hip hop producers, Andrew Shack and Violet Brown have compiled an all-star line up of hip hop artists that cover some of arguably the most classic hip hop tracks of all time. Unfortunately not all of the tracks work well together. Perhaps unsurprisingly, the majority of the West Coast tracks are weak, including *Tha Dogg Pound's* cover of the incredible EPMD cut *Knick Knack Patty Wack* and *Coolio's* wack cover of *Jimmy Spicer's Money (Dollar Bill Y'all)*. The only West Coast tracks which deserve any recognition are *Master P's* unique rendition of Ice T's *6'N Tha Mornin'* as well as *Bone Thugs'* cover of the classic N.W.A. cut *Fuck tha Police* in which Bone

Thugs' use their unique vocal techniques to add some serious flava to the track while still maintaining the powerful message. Also, *Cypress Hill's* solid cover of KRS-One's deadly *I'm Still #1* adds some much needed weight to the West Coast work.

The East Coast on the other hand contributes four great tracks. The CD's opener, the Wu-Tang Clan's cover of Run DMC's *Sucker M.C.*, keeps the hard, classic hip hop beat and adds the vocal talents of the Clan over it. As usual RZA's production is incredibly tight, especially at the beginning of the track which uses lilting, altered vocals to establish a Wu-tang feel to the song. The popular Sugar Hill Gang track, *Rapper's Delight*, which is covered by the trio of Erick Sermon, Keith Murray and Redman, has found its way onto heavy rotation on major dance stations and *MuchMusic* and deservedly so, as the trio manages to keep the same vibe and funky feel that characterizes the original song. *The Roots* adds its talented brand of live instrumentation and the vocal talents of Rahzel the Godfather of Noise, to Doug E. Fresh and the Get Fresh Crew's *The Show*. The weakest East Coast track (unsurprisingly) is Sean "Puffy" Combs' version of LL Cool J's *Big Ol' Butt* which uses unoriginal beats and features Puff's monotone weak flow.

In Tha Beginning proves to be an interesting journey, charting the subtleties of hip hop through the years.

—Shevan Bastianpillai

Sandbox

A Murder in the Glee Club
(BMG)



Bands often strike upon a sound that wins them the mainstream audience's approval. In Halifax-based *Sandbox's* case, *A Murder in the Glee Club* offers more of the same sound from their last album, *Bionic*.

A mixture of laid-back grunge, mellow rhythms and a hint of lounge music, *A Murder in the Glee Club* is an album that relaxes the listener, though not to the extent of the latest John Tesh single.

Don't be confused though. This is an "alternative" album that deals with issues such as breakups, suicide and homelessness without becoming a cloying cloud of sentimentality.

The most interesting aspect of both the album and the band is the mysterious voice of the lead singer, Mike Smith, who sounds like an old phonograph recording played on a scratchy gramophone. In fact, almost every song on *A Murder in the Glee Club* has the same vocal tricks which, surprisingly enough, do not get tiresome. Instead, lend an air of agedness to the album as a whole, almost as if this is what alternative music would have sounded like had it been recorded in the 1920s.

—Brock Wager

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Thanks to Radio Erindale for their assistance with CD reviews,
label information, and just good company.

Relating to author Lewis Carroll

Sally Brown
The Original Alice
(The British Library)



The original manuscript of *Alice in Wonderland* was hand-written, with beautiful illustrations by author Charles Dodgson, who used the pen name Lewis Carroll.

Any Alice completist will love *The Original Alice*. The brief history of *Alice in Wonderland* (first told in 1863) is accompanied by numerous photos and illustrations. In this book, Sally Brown focusses on the relationships of Charles Dodgson, better known as Lewis Carroll.

BOOK REVIEW

BY HEATHER SAUNDERS

Unlike many fairy tale authors, Dodgson enjoyed a happy childhood. Perhaps he wanted to make the lives of other children equally happy and so he befriended the Liddell sisters. Although Alice Liddell inspired his infamous tale, she was never treated as a celebrity until the last two years of her life. Even though she had sold the original, hand-written and hand-

illustrated copy of the story that Dodgson had given to her, she was still heralded as some kind of fictional queen at a Lewis Carroll centenary celebration.

Had he been alive, Dodgson would have been pleased with Liddell's celebrity status, for he adored her more than anyone else in the world. His sketch and photographs of her as a child are included in *The Original Alice*. His drawings of Alice in the original volume, which served as the basis for John Tenniel's now famous drawings, differed significantly from the real Alice. These illustrations are beautifully rendered despite Dodgson's lack of artistic training. By the time Dodgson took his final photographs of Liddell, who was then eighteen years of age, his relationship with her had dissipated somewhat; things would never be like they were when Dodgson—while rowing—ad libbed the story of what he then called *Alice's Adventures Under Ground*.

Dodgson's other intense relationship was with illustrator John Tenniel. Brown notes that Tenniel's contributions to *Alice Adventures in Wonderland* cannot be understated. For most readers, she says, the text and Tenniel's illustrations are inseparable. Tenniel did cause Dodgson stress, though; for example, by demanding that publication be ceased because some of the woodblock images were printed lighter than others. Brown indicates similarities between the drawings by Dodgson and Tenniel, and includes both. Dodgson's appear on the front and back cover, a surprising decision, considering that Tenniel's are far more recognizable. Their inclusion is one of many reasons to buy this book.

Burton writes eclectically

Tim Burton
The Melancholy Death of Oyster Boy and Other Stories
(Rob Weisbach Books)

Witty, bizarre and morbid. How else could you possibly describe anything by the invincible and brilliant Tim Burton? This creative genius has given us the following films: *Pee Wee's Big Adventure*, *Beetlejuice*, *Batman*, *Edward Scissorhands*, *The Nightmare Before Christmas*, *Ed Wood*, and *Mars Attacks*. Now he offers a book—*The Melancholy Death of Oyster Boy and Other Stories*—with the same twisted sense of humour and dark mood.

BOOK REVIEW

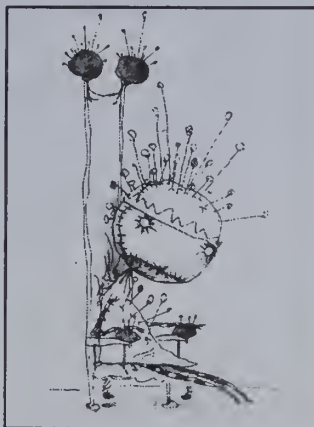
BY VICKI SCHELSTRAETE

Burton introduces the most gruesome group of unconventional children ever created. These "misunderstood outcasts" strive to belong to their own cruel worlds, hoping to find a place in an unwelcoming society. Burton's own grotesquely child-like illustrations elicit their own sense of innocence, solitude, and tragedy to his wretched woebegone oddballs.

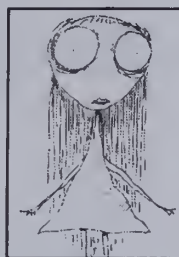
Like Burton's films, you can count on this assortment of one-line to several-page stories to be an irresistible blend of the eccentric, the absurd, the ludicrous, and the ridiculous. Burton's collection introduces such curious characters as the ill-fated Stick Boy and Match Girl ("he burned up pretty quick"), the sexual encounter had by Mrs. Smith with a kitchen appliance that resulted in the birth of Robot Boy, the difficulties experienced by The Boy With Nails in His Eyes, the plight of superhero Stain Boy, the sacrifice of Sam the Oyster Boy in the name of improving his parents' sexual prowess, Voodoo Girl and her zombie from France, as well as the adventures of

Brie Boy (yes, he has cheese for a head), the dire lives of The Pin Cushion Queen, the grim Junk Girl, the forlorn Sue (who likes glue) and the demise of Char Boy. Particularly memorable are the simple one-line perils of James, Stick Boy ("Stick Boy noticed that his Christmas tree looked healthier than he did.") and Jimmy, the Hideous Penguin Boy ("My name is Jimmy, but my friends call me the hideous penguin boy.") among Burton's other outlandish oddities.

So is this a great gift for the child, or adult for that matter, who has everything? Sure, if you loathe them enough to wish that they read about the existence of the twisted, the macabre, and the doomed—but some like that sort of thing.



The Pin Cushion Queen's stitched face recalls Sally's stitched face in *The Nightmare Before Christmas* and Edward Scissorhands' scarred face in *Edward Scissorhands*, both movies that reveal Tim Burton's eclectic and creative personality.



The Staring Girl stares so much that she wins a staring contest. Afterwards, she gives her eyes a rest. No complex plot, no moral. Fun!

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Reliving childhood through Hans Christian Andersen

Translated by L.W. Kingsland
Hans Christian Andersen's Fairy Tales
(Oxford University Press)

Rising out of a sea where water is "as blue as the pearls of the loveliest cornflower and as clear as the purest glass" is a land of green meadows, vast woods, sparkling lakes, and "palace walls of driven snow, the doors and windows of cutting wind...all brightly lit by the strong Northern Lights."

BOOK REVIEW

BY VERONICA KLAPTOCZ

This land, Denmark, was thus immortalized in the fairy tales of its most cherished literary figure, Hans Christian Andersen (1805-1875). These fairy tales continue to enchant children and adults around the world.

The Oxford University Press's most recent publication of a selection of Andersen's fairy tales, translated by L.W. Kingsland, transports the reader to realms inhabited by merfolk, the Snow Queen, geese, swans, ugly ducklings, and simple village and city folk.

Warmed by these childhood memories, of bedtime stories by the fireplace—of that first encounter with literature—we are tempted to reach for

Andersen's stories once again. Perhaps to remember what it's like to be a child, to peel away the years that have weighed down our carefree hearts with responsibilities and worries. And we hungrily open that first page, causing the words to begin their rhythmic dance, to weave a colourful web of images interlaced with subtle, ironic musings on the nature of the world and its people.

Astonishingly, these stories are experienced in an entirely new way. We discover an intoxicating language, brimming with poetry that couldn't possibly be appreciated in younger years. We discover vivid, descriptive tales of Andersen's beloved Danish landscape, and of Scandinavians, tales rooted in legend and myth, fuelled by a rich and boundless imagination.

In love with his country and the beauty of its land, Andersen's satirical sense of humour nevertheless led him to expose the follies of its people and the state of nineteenth century Danish society. Reading *The Little Match-Girl*, we are awed by the child's poverty. On a dreadfully cold New Year's Eve, she must walk the streets of the village barefoot, too terrified of her abusive father to return home. In *The Snow Queen*, we pick up Andersen's subtle commentary on the bleak conditions of life in the newly industrialized and increasingly overcrowded cities, flooded by a rural population in search of employment. In *The Ugly Duckling*, we are confronted by

the cruelty of human nature, in the guise of barnyard conversations. The ugly duckling is shunned and despised by the geese, simply because of his physical appearance. He must suffer for his ugliness until one day he becomes the most beautiful swan in the entire neighbourhood.

The Ugly Duckling is the most frequently cited example of the biographical nature of many of Andersen's tales. Throughout his life, Andersen was endlessly persecuted for being different—first by his peers, then by his critics. Having endured a bleak childhood, marred by severe poverty, sickness, and the premature loss of his siblings, Andersen forever identified with the suffering of poor, sickly children that figure in many of his stories. The rest of his life was lonely, unstable, full of eternally unrealized ambitions, and an unsatiable hunger for acceptance and fame. In the words of the silver shilling, denounced outside its country as false and worthless, "in this world you're worth no more than what the world is prepared to believe of you. It must be dreadful to have a bad conscience and sink along evil ways, when I, who am completely innocent, feel like this simply on account of my appearance."

While no child should grow up without the magic of Andersen's tales, no adult should face life without their lessons and morals. This collection is an excellent place to start.

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SPORTS

Hellfish drown weak army

BY ZAIN FANCY

In a game that was decided before the ball was even dropped, Hellfish, last year's B-Division champions, defeated Red Army (formerly NWO) 5-0, outshooting the team by a phenomenal margin of 47-15. Red Army was supposed to be vastly improved from last year having added a new goalie and cutting "crappy" players (which made up the vast majority of the team), but the improvements did not show in any aspect of their game. Hellfish, on the other hand, picked up right where they left off last year when they surprised the ball hockey world with their success as a first-year team and made their way to the title. They have only gotten stronger since last year with a couple of key additions.

Seconds into the game, Hellfish applied pressure with a shot that hit the post. After a bad call by the referee (a double minor for high-sticking the ball when the rules clearly state it is only a minor), Dave Shippen put the Hellfish on the board by squeaking a shot in the slot through the goalie's five-hole. With Red Army taking even more dumb penalties, Hellfish scored again on the power play, as Dave Curran wired a shot from mid-court that went in off the post, with John Daniel picking up his second assist of the game. Taking a pathetic and minuscule five shots and allowing 24 in the first half,



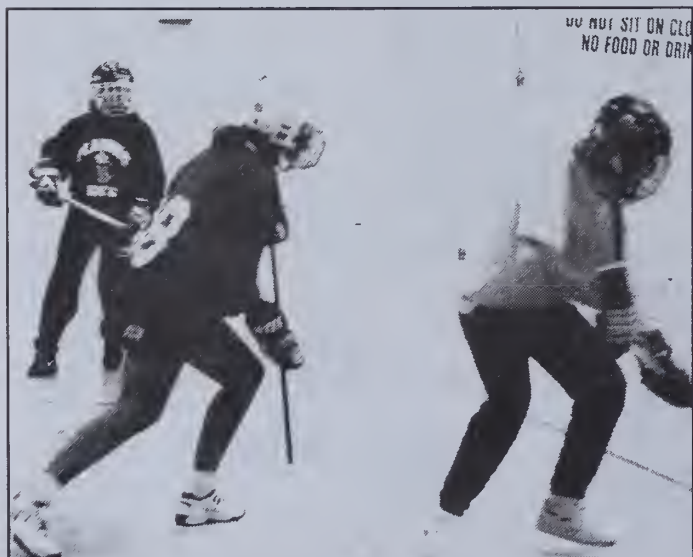
Are you trying to clean the floor. Oh wait, there's the ball. Action last week in a game between Hellfish and Red Army. Hellfish won 5-0. photo by Cyrus Irani

Red Army was lucky to be down by only two goals.

Consistent with their style of play, Red Army's Sukh Dhaliwal had his pants fall down. Luckily, he was wearing boxers.

In the second half a Red Army defenceman who pleaded not to be named, coughed up the ball to Neal Colley who wristed the ball into the top corner on a Red Army power play. The giveaway looked almost as good as the goal. Colley scored shorthanded again on a rebound, since the Red Army defence, or lack thereof, refused to clear the net. Colley completed his natural hat trick with a hard wrist shot in front of centre court, to make the final score 5-0. Hellfish dominated the entire game, it was only the

play of Red Army goalie Sukhant Dhillon that kept Hellfish out of double digits. At the other end, Hellfish goaltender Mark Riopel, possibly Erindale's top goalie, was outstanding in an easy shutout. Including their 7-0 loss to the Fury on Thursday, Red Army has now been outscored 21-0 in three games, dating back to last year's playoffs; but they have had a very difficult game schedule. The Hellfish are underdogs no more, they have more than earned the respect they deserve, proving their B-Division title was no fluke. Red Army, on the other hand, can only get better, especially if they eliminate classless moves like benching top rookies that haven't been allowed to play a single shift!



Women's intramural ball hockey got underway this past week with all six teams seeing action. photo by Vicki Schelstraete

Hawks soar over Senators

BY MEHDI ISPAHANY

Before the game had started, electricity was in the air. Money was flashed around in the stands as fans were excitedly placing bets on the game. What was thought to be a close match ended up as a game of total humiliation, with the Senators on the receiving end.

The game started off physically for both teams, but goals are what win a game, and an immediate rush by the Hawks nearly resulted in a goal. The Hawks continued their offensive rush throughout the game, which infuriated the Senators. Mike Skrt of the Senators got a "hitting from behind" penalty just four minutes into the game. Although the Hawks dominated in the attack zone, it wasn't until almost half way into the first half that they scored their first goal. Rambir Singh ripped a beautiful shot into the net's top right hand corner. Brian Foo, a previous Fury player, was, like always, working hard with his hustling and sliding all over the floor. His efforts were rewarded by getting an assist on the Hawks' next goal, scored by Gabe Golambos. With 52 seconds left in the first half, Senator Don Auluck received a penalty for body contact. The first half ended with the Hawks in complete control, but with a score of only 2-0.

Not too happy with this low score,

the Hawks responded 15 seconds into the second half with a goal by Singh. Two minutes later there was another goal, scored by Bitto Sandhu and assisted by Foo. Apparently, Sandhu wanted to be on the penalty sheet as well as the score sheet, as he received a malicious "hitting from behind" penalty just two minutes later. About nine minutes into the second half, the most deserved goal was underway. The Foo Fighter (Foo) displayed phenomenal stick handling in deking his way through not one, but two defensemen and scoring, making the score 5-0. Two minutes later the Senators finally got lucky and squeaked in a goal. With five minutes remaining in the game, the last goal was scored by Singh, who completed a hat trick. The final score was a disgraceful 6-1.

The game however, was not over for the Senators. They knew there was no chance in hell that they would win, so instead, they took the sore-loser route by trying to physically disable the Hawks with a couple of penalties.

Senator, Damon Conrad got a penalty with two minutes left in the game. Another hit, with about a minute left, saw Zuhair Fancy squashed into the gym walls. It should be noted though, that despite the score, the Senators goaltending was magnificent. With absolutely no defensive help from the team, not even Dominik Hasek could have prevented this loss.

UTM basketball wins thriller in OT

STEVE MANCHUR

The men's division 1 basketball team started the second half of the season with a thrilling come-from-behind 78-77 overtime victory over Phys-Ed.

Despite a roster of only six players, at no time was there any quit in the team. UTM trailed for most of the game, falling behind early by 12 points. UTM would make a run at the lead, but defensive lapses restored Phys-Ed's dominance. Colin Hwang's three-pointer pulled UTM to within 10 points with less than two minutes left to play. Following a time-out, UTM picked up its defensive intensity and pressure, and after two more huge three-pointers by Hwang, and another by Best, the team trailed by only one point. With eight seconds left to play,

Phys-Ed was up for two foul shots.

After the Phys-Ed player hit both foul shots, Best pushed the ball up the floor looking for the hot-hand of Hwang. When Best saw Hwang being double teamed, he passed it over to a wide open Lance Stroud, who, with 1.5 seconds left, calmly hit the three-pointer that sent the game into overtime.

With momentum on its side, UTM built up a five-point lead in overtime on baskets by Hwang and Ken Chang, and it proved to be a deficit Phys-Ed could not overcome. Scoring for UTM was Hwang with 23 points, Stroud with 17, Cheng with 12, Best with 10, and Bill Dietz and Dejan Grujicic, each with eight points.

UTM's next game is a home game on Tuesday at 8 p.m. against Law.

Men's Ball Hockey Scores

Venom 4 Bravo 1

ICP 1 Reservoir Dogs 0 [default]

VIP 4 Shaggers 4

EA Sports 6 Killer Civs 3

Primetime 5 Free Agents 4

St. George Refugees vs Hooch

[Both teams were defaulted

due to bench clearing brawl]

Huge Midgets 15 Handymen 1

Hart Foundation 5 Wolfpack 2

HOB's 6 BMF 3

Warriors 3 Dukes 2

Might Blind Ducks vs Big Guns

[Cancelled]

Fury 7 Red Army 0

Sensations 6 DOA 4

Untouhables 8 Shaggers 2

Who's the best ever? You can decide in *The Medium's* survey

BY NELSON DE SOUSA

Recently *The Hockey News* released the top 50 hockey players of all time. The issue raised debate over what place players made it on the list and further debate over those players omitted from the list.

The Medium's Sports section has decided to have its own best-ever list, but we need your help. We have opened the topic to the entire world of sports, both male and female. Cut out this section and return it to *The Medium* with your list of picks.

Debate it amongst your friends

and think not only about recent performances, but about players and teams from years ago.

For those who are really keen, they can write an article (approx. 250-750 words) on why they think that particular team or individual is the best of all-time.

Best professional male athlete of all-time?

Best amateur male athlete of all-time?

Best amateur female athlete of all-time?

Best NHL team of all-time?

Best Major League Baseball team of all-time?

Best NFL team of all-time?

Best CFL team of all-time?

Best NBA team of all-time?

Best moment in Canadian sports history?

Best Canadian athlete (male or female) of all-time?

Write ball hockey call Nelson @ 828-5260

No driving allowed—golfer denied special treatment

Casey Martin is appealing the PGA's decision that forbids him to use a cart

BY NELSON DE SOUSA

Should rules be bent in professional sports to accommodate one player? That is the central question in golfer Casey Martin's attempt to enter the Professional Golfers Association (PGA) tour.

BEYOND THE SCORE

BY NELSON DE SOUSA

Martin suffers from a congenital circulatory disorder that makes it too painful for him to walk the course, thus requiring him to use a golf cart.

Martin currently plays on the Nike tour, a feeder-tour for the PGA and recently won the Nike Lakeland Classic. Now, he wants to make the jump to the PGA tour, an attempt that has brought world-wide attention to his condition.

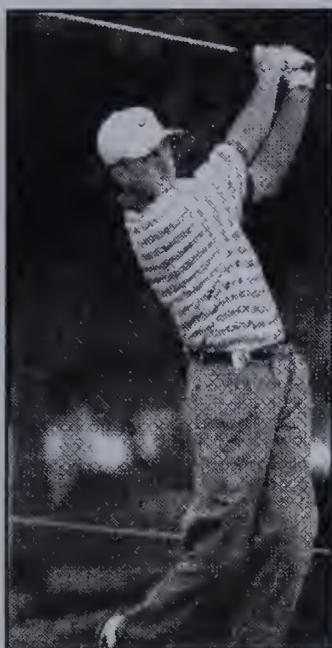
The Nike tour allows Martin to play on tour events with the aid of a motorized golf cart; however, the PGA is not willing to grant that

same privilege. The PGA has officially stated that if Martin comes to the PGA he will not be granted the use of a cart, despite his medical condition, making it virtually impossible for Martin to compete in the top golf tour of the world.

Martin is taking the PGA to court, claiming they have discriminated against him because of his ailment.

The rumblings from some of the PGA players is that a golf cart would give Martin an unfair advantage over the rest of the field. Martin's roommate in college, Tiger Woods, has echoed similar sentiments. Woods stated that as a friend he would like to see Martin play in the PGA, but as a competitor he thinks it would put players at a disadvantage.

Humanitarians and those sympathetic with Martin's limiting condition may perceive the PGA executives as a bunch of bigots who are barring an otherwise capable and excellent golfer to play in the world's best golf tour. It is terrible



Golfer Casey Martin suffers from a medical condition that forces him to use a golf cart. Martin is hoping to make the move from the Nike tour, where he currently plays, to the PGA tour; however, PGA rules forbid the use of carts. Martin is taking the PGA to court over the decision.

that Martin has been stricken with this condition and it is unfortunate that he can not walk 18 holes of a golf course without suffering excruciating pain, but it is not terrible that the PGA will not grant him the use of golf cart.

This may sound like a pompous and discriminating attitude, but the fact remains that Martin, through no fault of his own, cannot compete in the PGA by the rules that have been established.

Non-golfers and cynics may claim that golf is not a physically draining sport and that walking 18 holes is not a hardship or endurance that severely limits golfers. However, the use of a golf cart could be an advantage, especially when one may need to walk up steep embankments under hot and humid conditions. Granted, it may not be a huge advantage, but it could mean one golf stroke, which could be the difference between first and second place.

If Martin were permitted to use a golf cart, it would set a precedence. Other players could claim the need for a cart because of limiting ailments, such as chronic back problems or weak knees due to surgery.

The option of allowing all play-

ers access to golf carts is unfeasible. For one, this would distance the players from the galleries which makes golf such an attractive live sport. Throngs of spectators commonly follow players as they walk up the fairway and are able to listen in on discussions with caddies. If carts were implemented, fans would only catch a glimpse of players as they whisked by on the cart path.

If Martin's condition required him to use a special club, people may not be so quick to grant him that advantage. Similarly, golf carts are not part of the equipment for golfers on the PGA tour. Therefore, the use of a cart by only one person would be an unfair advantage.

Got something to say about sports? Then why not write it down and submit it to *The Medium*. Call 828-5260 for more info.

Get ready for another super-bore

BY NELSON DE SOUSA

13 in a row. That's how many Superbowls have been consecutively won by the National Football Conference (NFC) in the NFL's, ultimate one-game showdown. This year's game should prove to be no different.

Superbowl, or super-bore, as it has been affectionately known in the past few years, will unfortunately disappear again this time around.

The XXXII edition of the Superbowl game will be played this Sunday, January 25 in San Diego, with the defending Superbowl champs, the Green Bay Packers, facing the American Football Conference's (AFC) representative, the Denver Broncos.

The Broncos will try desperately to bring the AFC's (and their own) anemic showing at the big-game to a halt. Denver ranks at the top, along with the Buffalo Bills and Minnesota Vikings, with four Superbowl losses; Broncos' quarterback John Elway has suffered through three of those losses.

So what explains the NFC's dominance? In one word—size! On average, the NFC players are simply bigger and stronger than their AFC counterparts. In a game that revolves around strength and endurance, the NFC teams physically dominate their opponents and wear them down throughout the course of the game.

Talented players with speed and big play-making abilities account for something in a regular season game, but when it comes to the winner-

take-all match-up in the Superbowl, the team that controls the line of scrimmage, the ball, and the clock will, more often than not, come out victorious.

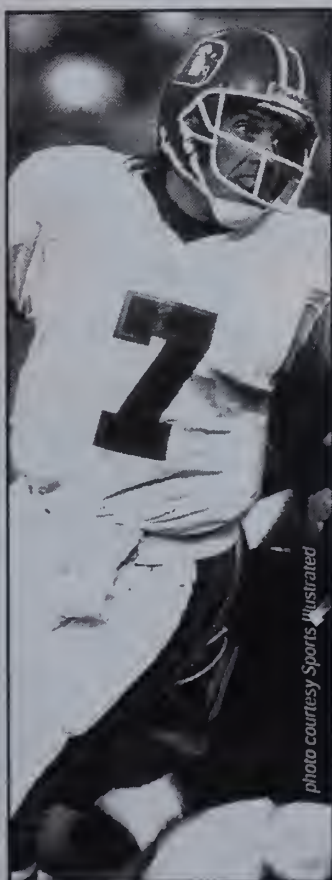
The Broncos are the sentimental choice of fans because of Elway's narrowing window of opportunity to finally win that elusive championship ring. Unfortunately, the cheese-heads on the other side of the ball don't care much for sentiment. The Packers are out to win back-to-back titles and perhaps build on a dynasty that could last into the next century.

When you compare the individual match-ups, the teams are not that far apart. Elway can match Packers' quarterback Brett Favre throw for throw, and the Broncos have the edge in running backs, with Terrell Davis sporting better numbers in the regular season than the Packers' Dorsey Levens. The difference lies in the players' ability to execute plays. The Packers' superior size will stop the Bronco's running game and will allow the Packers to pressure Elway the entire game, making him much less effective.

On offence, the Packers can methodically drive down the field with a combination of running and passing plays, while they chew up minutes on the clock and keep Elway on the sidelines.

The only way that the Broncos will ever hoist the Vince Lombardi Trophy this Sunday night is if the Packers defeat themselves. If the Packers turn the ball over too many times and fail in the fundamentals of

the game, such as tackling and catching the ball, then the Broncos and Elway may finally get to shine, and the AFC may start a winning streak of its own.



Bronco's John Elway hopes his third time is lucky against the Green Bay Packers in this Sunday's Superbowl.

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Game rescheduled

The men's indoor soccer all-star game has been rescheduled and will now be played on Monday, January 26, 1998 at 2 p.m.. Once again, here are the line-ups for the game:

DIVISION ONE

BORIS TASEVSKI
GUS GIANANTE
SAM GILL
VIKAS KARLA
ANDREW NASATO

ELITE-
RANGERS F.C.
ELITE-
ELITE-

DAVE THOMAS
JAY STRACHAN
JATINDER THIND
TOMASZ WOJCIK
MARK AZZARELLO
LARRY LIPPA
TONY BERIOS

DIVISION TWO

DAVE ZIZIC
BEN DOBROWOLSKI

ELITE-
SHAMU
SHAMU
SHAMU-
RANGERS F.C.
RANGERS F.C.
L.O.L.
T.Y.C.
ZYWIEC

CHRIS MAGNOWSKI
ROB MENALO
WOJCIECH ROSZUK
SILVIO STRESCU
CHRIS CHIN
DENNY DRAGANIC
MOHAMED EL-RASHIDY
GORD GLAVAN
RON MONTERIO
SIMON KENNEDY

ZYWIEC
ZYWIEC
ZYWIEC
ZYWIEC
T.Y.C.
T.Y.C.
T.Y.C.
T.Y.C.
KMA
BLITZKRIEG

Players Needed For...



Men's Division II Ice Hockey
*Practices Thurs. Jan. 22
 7am-8am, Huron Park Arena*

Men's Division II & III Basketball

Women's Division I & II Basketball

Only interested students can sign up in the Athletics Office.



Coed Extramural Volleyball Tourney

**@ Humber College
 Friday, Jan. 30th**



Players needed to fill 2 teams.

Sign up in the Athletics Office.

BALL HOCKEY STICK NOTICE

- NO Koho Revolution sticks or Play It Again sticks allowed
 - NO coloured blades allowed
 - White plastic blade **MUST** be used
 - Players caught using illegal sticks will be penalized
- Mylec sticks on sale for \$18 in the fit stop.

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